MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

11 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages with 4 questions only (including the cover page).
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of marks for each question is given.
3. Please prepare all your answers in the answer booklet.

Question 1

Research involves organized and systematic processes to solve specific problems. There are two approaches, i.e., deductive reasoning and inductive reasoning, in carrying out research. Illustrate both approaches with detail explanation and relevant examples and diagrams.

(25 marks)

Question 2

For college students, mental health is an important factor in ensuring their ability to study and have a normal life. A survey of 2018 white papers on the mental health of China's urban residents concluded that 73.6% of college students were in a state of mental sub-health. The problems were most acute among those who were highly educated. The mental health problems of college students are mainly manifested in interpersonal communication disorders, Internet addiction, and emotional problems. These mental health problems can lead to bad behaviors such as excessive drinking, illegal-drug use, skipping school, irritability, and even suicide, and can seriously affect college students' ability to study and their quality of life. One could argue that the state of college students' mental health is one of the most important issues that society should pay close attention to.

This research focuses on factors affecting the mental health of college students in the Internet health information platforms. We constructed a framework that influences their online mental health information seeking behavior (OMHISB) from internal and external perspectives, and by extension, affects their mental health. The main results are:

Firstly, the quality of external Internet platforms and internal electronic health literacy have a significantly positive impact on the OMHISB of college students. The results show that the three dimensions of Internet platform quality—information quality, system quality, and service quality—can effectively promote college students' OMHISB, as this can improve college students' consciousness of actively searching for health information on Internet platforms. Secondly, OMHISB is found to have significantly positive effect on college students' mental health. The results show that when college students choose to use OMHISB, they will have more opportunities to connect with knowledge about mental health, and they will also have easier access to the required information about mental health. Thirdly, OMHISB is established in the mediating role of Internet platform quality, electronic health literacy, and college students' mental health. The research conclusions have theoretical value and practical significance to study the factors influencing college students' mental health in the context of information network society.

Sources: Chen, W., Zheng, Q., Liang, C., Xie, Y. & Gu, D. (2020), Factors Influencing College Students' Mental Health Promotion: The Mediating Effect of Online Mental Health Information Seeking, Int J Environ Res Public Health. 2020 Jul; 17(13): 4783.

You are required to:

a) What is the research problem? (3 marks)
b) Draw a conceptual framework that reflects all the relationships. (8 marks)
c) Construct **FOUR (4)** directional hypotheses. (8 marks)

Continued.....

d) Name **TWO (2)** sources of literature review for this research. (2 marks)
e) Present **TWO (2)** practical implications. (4 marks)

[TOTAL 25 MARKS]

Question 3

Making a career choice is a defining phase in every student's life. Students have to consider several factors before arriving at a decision. Individuals who are misfits at their workplace tend to be less productive and efficient, and therefore are unable to achieve their goals. A lecturer would like to conduct a research to see the significant factors which influence the choice of career among private universities' management students in Klang Valley Malaysia.

Apply your research design knowledge with the following questions.

i. What would be the nature of the study - Exploratory, descriptive, correlational, or causal study? Justify. (3 marks)
ii. What would be the extent of researcher interference? Justify. (3 marks)
iii. Would it be a field study, lab experiment or field experiment? Justify. (3 marks)
iv. Would it be a longitudinal or cross-sectional study? Justify. (3 marks)
v. What would be the unit of analysis? Justify. (3 marks)
vi. Choose **THREE (3)** types of analysis that can be used to analyze the results. (6 marks)
vii. Present **FOUR (4)** possible factors that may influence the career choice. (4 marks)

[TOTAL 25 MARKS]

Question 4

a) Operationalize "mental health" with **TWO (2)** relevant questions, using interval scaling for the answers. (8 marks)

b) Present one example of nominal scaling measurement. (3 marks)

c) Demonstrate convenient sampling and purposive sampling with examples. Show why these two sampling designs are different with each other. (8 marks)

d) Illustrate **THREE (3)** disadvantages of face-to-face interview as a data collection method. (6 marks)

[TOTAL 25 MARKS]
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